





## CONTRACT



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<b>Contract / Revision</b> 498753 /		<b>Alt Order #</b> 06376455
<b>Product</b> LINDA MCMAHON 4 SENA		
<b>Contract Dates</b> 10/17/12 - 10/22/12		<b>Estimate #</b> 1501
<b>Advertiser</b> McMahon for Senate		<b>Original Date / Revision</b> 10/24/12 / 10/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 1021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Mentzer Media Services, Inc.**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21204**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WFSB	10/17/12	10/19/12	11a-12p Price is Right	11am - 12pm		1:00			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				4	\$1,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WFSB	10/15/12-10/21/12	11a-12p Price is Right	11am - 12pm	---WThF----	1:00		\$1,500.00	NM		
			Credited									
2	WFSB	10/17/12	10/19/12	Eyewitness News	12pm - 12:30PM		1:00			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				4	\$1,500.00			
3	WFSB	10/17/12	10/19/12	M-F CBS Soaps	1230-2p		1:00			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$600.00			
4	WFSB	10/18/12	10/20/12	Eyewitness News	11PM - 11:35PM		1:00			NM	2	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T-S-				2	\$3,800.00			
5	WFSB	10/17/12	10/17/12	Survivor	8pm - 9pm		1:00			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$12,000.00			
6	WFSB	10/17/12	10/17/12	CSI	10pm - 11pm		1:00			NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$4,400.00			
7	WFSB	10/19/12	10/19/12	Blue Bloods	10pm - 11pm		1:00			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1--				1	\$6,000.00			
8	WFSB	10/20/12	10/20/12	Crimetime	9pm - 10pm		1:00			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$2,400.00			
9	WFSB	10/21/12	10/21/12	Delayed The Good Wife	930-1030p		1:00			NM	1	\$6,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$6,200.00			
10	WFSB	10/22/12	10/22/12	11a-12p Price is Right	11am - 12pm		1:00			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$1,500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

Contract / Revision	Alt Order #
498753 /	06376455

Contract Dates	Product	Estimate #
10/17/12 - 10/22/12	LINDA MCMAHON 4 SE	1501

Advertiser	Original Date / Revision
McMahon for Senate	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
11	WFSB	10/22/12	10/22/12	Eyewitness News	12pm - 12:30PM		1:00			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$1,500.00			
12	WFSB	10/22/12	10/22/12	M-F CBS Soaps	1230-2p		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$600.00			
											</	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	20	\$54,500.00	\$46,325.00
<b>Totals</b>	<b>20</b>	<b>\$54,500.00</b>	<b>\$46,325.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.